

Rep Order# 6860145 Ver# 1 Status New Traffic Order# Printed: 10/01/2012 3:16 PM 1 of 7

EC'd Yes Last Received: 10/01/2012 2:04 PM

Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA. Agency ( ) GMMB Rep Firm  
Advertiser ( ) OBAMA FOR AMERICA 3050 K ST NW Sales Office ( ) PHILADELPHIA  
Product BARACK OBAMA WASHINGTON, DC 20007 Salesperson ( ) ANJIE BRADY  
Estimate# 1537 Agency C/P1/P2/E 95/101/1537 Salesperson Phone# 215-567-6005  
Buyer DAN NAGELBERG Flight Dates 10/02/2012 - 10/08/2012 Salesperson FAX# 215-567-5938  
Phone#  
Fax#

-- CONTRACT COMMENT --

CLIENT: OBAMA FOR AMERICA SC=\*

-- REMARKS --

THIS IS A NEW CONTRACT  
TOTAL 68,400  
PLS CONFIRM ASAP  
THANKS, ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	1	TU-F	9A-10A	-----	:30	\$300.00	10/02-10/05	4	1	4	\$1,200.00	
				Buyline Comment: TODAY SHOW 2								
	2	M	9A-10A	-----	:30	\$300.00	10/08-10/08	1	1	1	\$300.00	
				Buyline Comment: TODAY SHOW 2								
	3	TU-F	10A-11A	-----	:30	\$250.00	10/02-10/05	4	1	4	\$1,000.00	
				Buyline Comment: TODAY SHOW 3								
	4	M	10A-11A	-----	:30	\$125.00	10/08-10/08	1	1	1	\$125.00	
				Buyline Comment: TODAY SHOW 3								
	5	TU-F	11A-12P	-----	:30	\$50.00	10/02-10/05	4	1	4	\$200.00	
				Buyline Comment: HAMPTON ROADS SHOW								
	6	M	11A-12P	-----	:30	\$50.00	10/08-10/08	1	1	1	\$50.00	
				Buyline Comment: HAMPTON ROADS SHOW								
	7	TU-F	12P-1P	-----	:30	\$75.00	10/02-10/05	4	1	4	\$300.00	
				Buyline Comment: NOON NEWS								
	8	M	12P-1P	-----	:30	\$75.00	10/08-10/08	1	1	1	\$75.00	
				Buyline Comment: NOON NEWS								

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Flight Dates 10/02/2012 - 10/08/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) ANJIE BRADY  
Salesperson Phone# 215-567-6005  
Salesperson FAX# 215-567-5938

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	9	TU-F	1P-2P	Days of Our Lives	:30	\$300.00	10/02-10/05	4	1	4	\$1,200.00	
				Buyline Comment: DAYS OF OUR LIVES								
	10	M	1P-2P	Days of Our Lives	:30	\$300.00	10/08-10/08	1	1	1	\$300.00	
				Buyline Comment: DAYS OF OUR LIVES								
	11	TU-F	2P-3P	The Doctors	:30	\$50.00	10/02-10/05	4	1	4	\$200.00	
				Buyline Comment: THE DOCTORS								
	12	M	2P-3P	The Doctors	:30	\$50.00	10/08-10/08	1	1	1	\$50.00	
				Buyline Comment: THE DOCTORS								
	13	TU-F	3P-4P	Maury Povich	:30	\$100.00	10/02-10/05	4	1	4	\$400.00	
				Buyline Comment: MAURY POVICH								
	14	M	3P-4P	Maury Povich	:30	\$100.00	10/08-10/08	1	1	1	\$100.00	
				Buyline Comment: MAURY POVICH								
	15	TU-F	4P-5P	Anderson Cooper	:30	\$175.00	10/02-10/05	4	1	4	\$700.00	
				Buyline Comment: ANDERSON COOPER								
	16	M	4P-5P	Anderson Cooper	:30	\$175.00	10/08-10/08	1	1	1	\$175.00	
				Buyline Comment: ANDERSON COOPER								
	17	TU-F	5A-6A	Early AM News	:30	\$300.00	10/02-10/05	4	1	4	\$1,200.00	
				Buyline Comment: EARLY AM NEWS								
	18	M	5A-6A	Early AM News	:30	\$300.00	10/08-10/08	1	1	1	\$300.00	
				Buyline Comment: EARLY AM NEWS								
	19	TU-F	6A-7A	AM News	:30	\$700.00	10/02-10/05	4	1	4	\$2,800.00	
				Buyline Comment: AM NEWS								





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Rep Firm  
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Salesperson ( ) ANJIE BRADY  
Salesperson Phone# 215-567-6005  
Salesperson FAX# 215-567-5938

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	42	TU-F	11P-1135P	----- LATE NEWS Buyline Comment: LATE NEWS	:30	\$500.00	10/02-10/05	4	1	4	\$2,000.00	-----
	43	M	11P-1135P	----- LATE NEWS Buyline Comment: LATE NEWS	:30	\$500.00	10/08-10/08	1	1	1	\$500.00	
	44	SA	11P-1130P	----- LATE NEWS Buyline Comment: LATE NEWS	:30	\$500.00	10/06-10/06	1	1	1	\$500.00	
	45	TU-F	7P-730P	----- ENT TONIGHT Buyline Comment: ENT TONIGHT	:30	\$600.00	10/02-10/05	4	1	4	\$2,400.00	
	46	M	7P-730P	----- ENT TONIGHT Buyline Comment: ENT TONIGHT	:30	\$600.00	10/08-10/08	1	1	1	\$600.00	
	47	TU-F	730P-8P	----- ACCESS HOLLYWOOD Buyline Comment: ACCESS HOLLYWOOD	:30	\$600.00	10/02-10/05	4	1	4	\$2,400.00	
	48	M	730P-8P	----- ACCESS HOLLYWOOD Buyline Comment: ACCESS HOLLYWOOD	:30	\$600.00	10/08-10/08	1	1	1	\$600.00	
	49	M	8P-10P	----- THE VOICE Buyline Comment: THE VOICE	:30	\$1,400.00	10/08-10/08	2	1	2	\$2,800.00	
	50	TU	8P-9P	----- THE VOICE Buyline Comment: THE VOICE	:30	\$1,400.00	10/02-10/02	2	1	2	\$2,800.00	
	51	TU	9P-10P	----- GO ON /THE NEW NORMAL Buyline Comment: GO ON /THE NEW NORMAL	:30	\$800.00	10/02-10/02	2	1	2	\$1,600.00	
	52	TU	10P-11P	----- PARENTHOOD Buyline Comment: PARENTHOOD	:30	\$1,100.00	10/02-10/02	1	1	1	\$1,100.00	



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	64	TU-F	4A-430A		:30	\$10.00	10/02-10/05	1	1	1	\$10.00	
	Buyline Comment: EARLY TODAY											
	65	TU-F	135A-205A		:30	\$25.00	10/02-10/05	1	1	1	\$25.00	
	Buyline Comment: CARSON DAILY											

--REPORT TOTALS--  
Report Totals: 143 / \$68,400.00

--SALES MONTHLY TOTALS--  
  
Oct 12: 143 / \$68,400.00  
Sales Totals: 143 / \$68,400.00  
Station Totals: 143 / \$68,400.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---											
Market Totals				\$213,750	CATV 0%	WAVY 32%	WGNT 3%	WPXV 0%	WTKR 14%		
					WTVZ 7%	WVBT 23%	WVEC 21%				

--COMPETITIVE COMMENTS--  
COMPETITIVE IS ESTIMATED

Books null  
Demos RA35+

---Agency Comment---  
PLEASE NOTE ADDRESS CHANGE EFF 8/12

-- CREDIT RISK --  
CASH IN ADVANCE